Focus on VOCABULARY

ABBREVIATIONS used

adj = adjective/adjektiv/tillægsord

e.g. = exempli gratia/for eksempel

plural = pluralis/flertal

prep = preposition/præposition/forholdsord

sb = noun/substantiv/navneord

vb = verb/verbum/udsagnsord

**CHAPTER 1: ENTREPRENEURING**

**1. Matching exercise: Vocational vocabulary**

**Check the meaning of the following words. Then match the English words in the left column to the corresponding Danish word from the boxes at the bottom. See example.**

|  |  |
| --- | --- |
| [http://t0.gstatic.com/images?q=tbn:ANd9GcSVOmjiwDWP2KiJBkxmSg9hEGlHhtRDfOWLk5KL0Q2GXNXJODSW](http://www.google.dk/imgres?imgurl=http://www.turkiskysten.dk/engelsk%20flag.bmp-for-web.jpg&imgrefurl=http://www.turkiskysten.dk/&usg=__MoP5nO2N-SWPNTQMXi76WoFSAYg=&h=302&w=602&sz=28&hl=da&start=0&zoom=1&tbnid=OBScDt4X_xmEFM:&tbnh=85&tbnw=170&ei=1nJmTaahCs7esga30onwDA&prev=/images?q=engelsk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=95&vpy=123&dur=602&hovh=159&hovw=317&tx=13&ty=1&oei=1nJmTaahCs7esga30onwDA&page=1&ndsp=15&ved=1t:429,r:0,s:0) | [http://t0.gstatic.com/images?q=tbn:ANd9GcTB2dES66FaHZc8wzLWo6fKNM2eW6F4yC6mbIBYh81SYQNvmiUf](http://www.google.dk/imgres?imgurl=http://kingomunk.dk/billeder/dansk_flag.JPG&imgrefurl=http://kingomunk.dk/vejlbyklit_de.html&usg=__M25CvSypgNb9EN887ftWqj3lrVE=&h=1024&w=1280&sz=41&hl=da&start=0&zoom=1&tbnid=OzQsa24F3S6ldM:&tbnh=113&tbnw=141&ei=E3JmTaXyKMTHswbh_9TqDA&prev=/images?q=dansk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=114&vpy=230&dur=1293&hovh=201&hovw=251&tx=22&ty=0&oei=E3JmTaXyKMTHswbh_9TqDA&page=1&ndsp=15&ved=1t:429,r:5,s:0) |
| **management** | **ledelse** |
| **affect** |  |
| **effect** |  |
| **market vb** |  |
| **marketing sb** |  |
| **purchase vb** |  |
| **purchase sb** |  |
| **purchaser** |  |
| **buyer** |  |
| **im'pact vb** |  |
| **'impact sb** |  |
| **parent company** |  |
| **sub'sidiary company** |  |
| **supply sb** |  |
| **supply vb** |  |
| **deliver vb** |  |
| **demand (for) sb** |  |
| **promote** |  |
| **employer** |  |
| **employee** |  |
| **employ** |  |
| **professional** |  |
| **compe'tition** |  |
| **com'petitor** |  |
| **com'pete** |  |
| **com'petitive** |  |
| **consumer** |  |
| **consumption** |  |
| **customer** |  |
| **prospective** |  |

[http://t0.gstatic.com/images?q=tbn:ANd9GcTB2dES66FaHZc8wzLWo6fKNM2eW6F4yC6mbIBYh81SYQNvmiUf](http://www.google.dk/imgres?imgurl=http://kingomunk.dk/billeder/dansk_flag.JPG&imgrefurl=http://kingomunk.dk/vejlbyklit_de.html&usg=__M25CvSypgNb9EN887ftWqj3lrVE=&h=1024&w=1280&sz=41&hl=da&start=0&zoom=1&tbnid=OzQsa24F3S6ldM:&tbnh=113&tbnw=141&ei=E3JmTaXyKMTHswbh_9TqDA&prev=/images?q=dansk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=114&vpy=230&dur=1293&hovh=201&hovw=251&tx=22&ty=0&oei=E3JmTaXyKMTHswbh_9TqDA&page=1&ndsp=15&ved=1t:429,r:5,s:0)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ledelse** | moderselskab | fremme salget af | konkurrere | efterspørgsel (efter) |
| arbejdsgiver | konkurrence | påvirke | (op)køber | markedsføring |
| markedsføre | købe | datterselskab | kunde | veluddannet (person) |
| udbud, forsyning | levere = forsyne | indvirke, påvirke | (op)køb | indvirkning, påvirkning |
| virkning | levere = afsende | arbejdstager, ansat | forbruger | fremtidig, potentiel |
| køber | ansætte | konkurrent | forbrug | konkurrence- (-dygtig, - præget) |

1. **Suffixes**

**Use the suffixes in the box to change the words in brackets into a suitable noun. Sometimes the word needs to be modified! See example.**

**All examples are from the texts *5 Social media rules every entrepreneur should know* or *Generation Y, employment and Facebook.***

|  |
| --- |
| **-ity** (3×) **-ship** (2×) **-ion** (2×) **-ment -er** (2×) **-ee** |

1. What's the upside of all this time-consuming **engagement** for Vaynerchuk? (*engage*)
2. A loyal and devoted following for his business books and priceless \_\_\_\_\_\_\_\_\_\_\_\_ for his consulting business. (*visible)*
3. Because it's so time-intensive, you should back up your thought \_\_\_\_\_\_\_\_\_\_\_\_ on social media with a real profit-making enterprise. (*leader*)
4. The mayor of Newark, N.J., relies mainly on Twitter, where he has more than 1.2 million \_\_\_\_\_\_\_\_\_\_\_\_, and Facebook, and uses each platform in a way that takes advantage of its native \_\_\_\_\_\_\_\_\_\_\_\_\_. (*follow* - plural, *capable* - plural)
5. People aged 18 to 29 are inadvertently using their profiles as an \_\_\_\_\_\_\_\_\_\_\_\_ of their professional \_\_\_\_\_\_\_\_\_\_\_\_, even though they are socializing with family and friends. (*extend, person*)
6. *Gen Y* will form 75 percent of the workforce by 2025 and are actively shaping corporate culture and \_\_\_\_\_\_\_\_\_\_\_\_\_. (*expect* - plural)
7. The travel and hospitality industry hires the most *Gen Y* candidates now because young people are having trouble getting \_\_\_\_\_\_\_\_\_\_\_\_ and jobs so they turn to bartending and waitressing jobs. (*intern* - plural)
8. The U.S. military is the largest *Gen Y* \_\_\_\_\_\_\_\_\_\_\_\_ overall, and *Deloitte* is the largest corporate employer. Companies such as *Walmart* and *Starbucks* ranked high and should focus on training their in-store workers to become corporate \_\_\_\_\_\_\_\_\_\_\_\_ when they graduate. (*employ, employ* - plural)

**CHAPTER 2: MINDING YOUR OWN BUSINESS IN THE WEST**

**1. Matching exercise - NOUNS**

**Below is a list of NOUNS from *What is franchising?* and *8 traits of successful franchisees*. Match the English and Danish nouns. See example.**

|  |  |
| --- | --- |
| [http://t0.gstatic.com/images?q=tbn:ANd9GcSVOmjiwDWP2KiJBkxmSg9hEGlHhtRDfOWLk5KL0Q2GXNXJODSW](http://www.google.dk/imgres?imgurl=http://www.turkiskysten.dk/engelsk%20flag.bmp-for-web.jpg&imgrefurl=http://www.turkiskysten.dk/&usg=__MoP5nO2N-SWPNTQMXi76WoFSAYg=&h=302&w=602&sz=28&hl=da&start=0&zoom=1&tbnid=OBScDt4X_xmEFM:&tbnh=85&tbnw=170&ei=1nJmTaahCs7esga30onwDA&prev=/images?q=engelsk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=95&vpy=123&dur=602&hovh=159&hovw=317&tx=13&ty=1&oei=1nJmTaahCs7esga30onwDA&page=1&ndsp=15&ved=1t:429,r:0,s:0) | [http://t0.gstatic.com/images?q=tbn:ANd9GcTB2dES66FaHZc8wzLWo6fKNM2eW6F4yC6mbIBYh81SYQNvmiUf](http://www.google.dk/imgres?imgurl=http://kingomunk.dk/billeder/dansk_flag.JPG&imgrefurl=http://kingomunk.dk/vejlbyklit_de.html&usg=__M25CvSypgNb9EN887ftWqj3lrVE=&h=1024&w=1280&sz=41&hl=da&start=0&zoom=1&tbnid=OzQsa24F3S6ldM:&tbnh=113&tbnw=141&ei=E3JmTaXyKMTHswbh_9TqDA&prev=/images?q=dansk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=114&vpy=230&dur=1293&hovh=201&hovw=251&tx=22&ty=0&oei=E3JmTaXyKMTHswbh_9TqDA&page=1&ndsp=15&ved=1t:429,r:5,s:0) |
| **franchisor** | **franchise-giver** |
| **franchiser** | **franchise-giver** |
| **franchises** |  |
| **franchisee** |  |
| **franchise fee** |  |
| **entrepreneur** |  |
| **option** |  |
| **precaution** |  |
| **purchaser** |  |
| **solid track record** |  |
| **percentage** |  |
| **earnings** |  |
| **employer** |  |
| **employee** |  |
| **branch** |  |
| **adversity** |  |
| **venture capital** |  |
| **achievement** |  |
| **profitability** |  |
| **trait** |  |
| **streak** |  |
| **customer** |  |
| **work ethic** |  |
| **hindrance** |  |
| **community** |  |
| **retail store** |  |
| **convenience store** |  |
| **brand recognition** |  |
| **expansion** |  |
| **approach** |  |
| **acquisition** |  |

[http://t0.gstatic.com/images?q=tbn:ANd9GcTB2dES66FaHZc8wzLWo6fKNM2eW6F4yC6mbIBYh81SYQNvmiUf](http://www.google.dk/imgres?imgurl=http://kingomunk.dk/billeder/dansk_flag.JPG&imgrefurl=http://kingomunk.dk/vejlbyklit_de.html&usg=__M25CvSypgNb9EN887ftWqj3lrVE=&h=1024&w=1280&sz=41&hl=da&start=0&zoom=1&tbnid=OzQsa24F3S6ldM:&tbnh=113&tbnw=141&ei=E3JmTaXyKMTHswbh_9TqDA&prev=/images?q=dansk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=114&vpy=230&dur=1293&hovh=201&hovw=251&tx=22&ty=0&oei=E3JmTaXyKMTHswbh_9TqDA&page=1&ndsp=15&ved=1t:429,r:5,s:0)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| nærbutik | procentdel | fortjeneste | køber | iværksætter |
| risikovillig kapital | franchise-tager | **franchise-giver** | solide resultater | sikkerheds-foranstaltning |
| filial | forhindring | arbejdsgiver | arbejdstager | rentabilitet |
| franchise-forretninger | franchise-gebyr | lokalsamfund | brand-genkendelse | karakteregenskab |
| arbejdsmoral | detailbutik | karaktertræk | udvidelse | fremgangsmåde |
| modgang | valg | kunde | præstation | erhvervelse, opkøb |

**2. Matching exercise: VERBS**

**Below is a list of VERBS from *What is franchising?* and *8 traits of successful franchisees*.**

**Match the English and Danish verbs. See example.**

|  |  |
| --- | --- |
| [http://t0.gstatic.com/images?q=tbn:ANd9GcSVOmjiwDWP2KiJBkxmSg9hEGlHhtRDfOWLk5KL0Q2GXNXJODSW](http://www.google.dk/imgres?imgurl=http://www.turkiskysten.dk/engelsk%20flag.bmp-for-web.jpg&imgrefurl=http://www.turkiskysten.dk/&usg=__MoP5nO2N-SWPNTQMXi76WoFSAYg=&h=302&w=602&sz=28&hl=da&start=0&zoom=1&tbnid=OBScDt4X_xmEFM:&tbnh=85&tbnw=170&ei=1nJmTaahCs7esga30onwDA&prev=/images?q=engelsk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=95&vpy=123&dur=602&hovh=159&hovw=317&tx=13&ty=1&oei=1nJmTaahCs7esga30onwDA&page=1&ndsp=15&ved=1t:429,r:0,s:0) | [http://t0.gstatic.com/images?q=tbn:ANd9GcTB2dES66FaHZc8wzLWo6fKNM2eW6F4yC6mbIBYh81SYQNvmiUf](http://www.google.dk/imgres?imgurl=http://kingomunk.dk/billeder/dansk_flag.JPG&imgrefurl=http://kingomunk.dk/vejlbyklit_de.html&usg=__M25CvSypgNb9EN887ftWqj3lrVE=&h=1024&w=1280&sz=41&hl=da&start=0&zoom=1&tbnid=OzQsa24F3S6ldM:&tbnh=113&tbnw=141&ei=E3JmTaXyKMTHswbh_9TqDA&prev=/images?q=dansk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=114&vpy=230&dur=1293&hovh=201&hovw=251&tx=22&ty=0&oei=E3JmTaXyKMTHswbh_9TqDA&page=1&ndsp=15&ved=1t:429,r:5,s:0) |
| **purchase** | **købe** |
| **provide** |  |
| **convey** |  |
| **consider** |  |
| **require** |  |
| **preserve** |  |
| **approve** |  |
| **comply with** |  |
| **complain** |  |
| **benefit from** |  |
| **increase** |  |
| **relinquish** |  |
| **gain** |  |
| **generate** |  |
| **replicate** |  |
| **determine** |  |
| **revere** |  |
| **meet** |  |
| **exhibit** |  |
| **achieve** |  |

[http://t0.gstatic.com/images?q=tbn:ANd9GcTB2dES66FaHZc8wzLWo6fKNM2eW6F4yC6mbIBYh81SYQNvmiUf](http://www.google.dk/imgres?imgurl=http://kingomunk.dk/billeder/dansk_flag.JPG&imgrefurl=http://kingomunk.dk/vejlbyklit_de.html&usg=__M25CvSypgNb9EN887ftWqj3lrVE=&h=1024&w=1280&sz=41&hl=da&start=0&zoom=1&tbnid=OzQsa24F3S6ldM:&tbnh=113&tbnw=141&ei=E3JmTaXyKMTHswbh_9TqDA&prev=/images?q=dansk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=114&vpy=230&dur=1293&hovh=201&hovw=251&tx=22&ty=0&oei=E3JmTaXyKMTHswbh_9TqDA&page=1&ndsp=15&ved=1t:429,r:5,s:0)

|  |  |  |  |
| --- | --- | --- | --- |
| opretholde | sørge for | godkende | nyde godt af |
| **købe** | opnå | bibringe | klage |
| kræve | respektere | overveje | tjene |
| øge | skabe | opfylde | give afkald på |
| gentage | udvise | afgøre | efterleve, rette sig efter |

1. **Beware of your PREPOSITIONS**

**Adapted from *Franchises get social*.Fill in the blanks with the prepositions from the box.**

**(27 in all)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **about** | **at** | **before** | **behind** | **for** (4)1 | **from** | **in** (3) | **~~into~~** | **of** (4) | **on** (5) |
| **to** (2) | **via** | **with** (3) |  |  |  |  |  |  |  |

**1** to be used (4) times

Franchise companies, initially reluctant to embrace social media, are finding ways to turn 'likes' and 'tweets' **into** dollars and cents.

*Houlihan's*, an 83-unit restaurant chain based \_\_\_\_\_\_ Leawood, Kansas, says its stores will see an extra 20 \_\_\_\_\_\_ 40 tables because \_\_\_\_\_\_ one last-minute mobile deal shared \_\_\_\_\_\_ Facebook, Foursquare and Twitter.

*Toppers Pizza*, a 40-unit franchise \_\_\_\_\_\_ Whitewater, Wisconsin, has begun special Facebook offers \_\_\_\_\_\_ Tuesdays - traditionally its worst day - and seen more than 70 redemptions \_\_\_\_\_\_ a single day \_\_\_\_\_\_ some locations.

All \_\_\_\_\_\_ this is a distinct shift \_\_\_\_\_\_ the past. While independent businesses have long tried social media, "franchise companies are light years \_\_\_\_\_\_ everyone else," says Nick Powills, chief brand strategist \_\_\_\_\_\_ *No Limit Media Consulting*, a Chicago firm focused \_\_\_\_\_\_ franchising.

As \_\_\_\_\_\_ traditional media, you'll want to think \_\_\_\_\_\_ your target demographic and the best channels \_\_\_\_\_\_ reaching them, says Jason Hennessey. Although Facebook is a no brainer \_\_\_\_\_\_ consumer interaction, also consider Twitter, Pinterest, Foursquare, Tumblr, YouTube and, \_\_\_\_\_\_ business \_\_\_\_\_\_ business, LinkedIn.

\_\_\_\_\_\_ a smaller franchise \_\_\_\_\_\_ limited staff, it can be difficult to maintain a presence \_\_\_\_\_\_ all \_\_\_\_\_\_ these. Many companies will test the various avenues \_\_\_\_\_\_ launching a full-scale campaign. Ultimately, "spend the most amount \_\_\_\_\_\_ time \_\_\_\_\_\_ the platforms that give you the most return \_\_\_\_\_\_ investment," Hennessey says.

**CHAPTER 3: BURBERRY**

1. **Completing sentences**: **Ethical supply chain vocabulary**

**Complete the sentences below. Fill in each blank with a word/words from the boxes at the bottom. See example.**

Make sure you know the meaning of the words.

*Ethical* ***supply chain***

***Burberry stops handbag production in Chinese factory in \_\_\_\_\_\_\_\_\_\_\_.***

British-owned luxury goods \_\_\_\_\_\_\_\_\_\_\_\_\_ *Burberry* has pulled \_\_\_\_\_\_\_\_\_\_\_ of its bags from a \_\_\_\_\_\_\_\_ in the Guangdong Province of China.

The move follows \_\_\_\_\_\_\_\_\_ that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_ at the factory, operated by the Korean \_\_\_\_\_\_\_\_ *Simone Accessories Collection*, were in possible \_\_\_\_\_\_\_\_\_\_ of *Burberry*'s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The China-based factory makes handbags for several western clothing and \_\_\_\_\_\_\_\_\_\_ brands. As well as *Burberry*, previous \_\_\_\_\_\_\_\_ include *Michael Koors* and *Coach*.

The factory has been the centre of worker grievances. In June 2011 \_\_\_\_\_\_\_\_\_\_ staged a four-day strike. They \_\_\_\_\_\_\_\_\_\_\_ about \_\_\_\_\_\_\_\_ and aggressive and verbally \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

by the factory's new Korean \_\_\_\_\_\_\_\_\_\_ .

In June 2010 *Burberry* joined the **E**thical **T**rading **I**nitiative and the company has put the ETI Code into its own Ethical Trading Code of Conduct.

One section of the code states that "workers shall not on a regular basis be required to work

\_\_\_\_\_\_\_\_\_\_\_\_\_ 48 hours per week and shall be provided with at least one day off for every 7-day period \_\_\_\_\_\_\_\_\_\_\_ ".

According to the *Bureau of Investigative Journalism*, however, workers at the *Simone* factory have been working up to 11 hours a day on a six-day working week.

The fashion \_\_\_\_\_ confirmed that it "had been made aware of work hours exceeding 60 hours per week".

The company said it had advised the *Simone* factory that it considered this to be in non-compliance with its \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

Prior to pulling out of the Chinese factory, Pamela Batty, Director of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, stated "we do recognise that more needs to be done and we thank the *Bureau of Investigative Journalism* for bringing these \_\_\_\_\_\_\_ to our attention". The company received its last \_\_\_\_\_\_\_\_\_\_\_\_ of *Simone*-made products in July.

[http://t0.gstatic.com/images?q=tbn:ANd9GcSVOmjiwDWP2KiJBkxmSg9hEGlHhtRDfOWLk5KL0Q2GXNXJODSW](http://www.google.dk/imgres?imgurl=http://www.turkiskysten.dk/engelsk%20flag.bmp-for-web.jpg&imgrefurl=http://www.turkiskysten.dk/&usg=__MoP5nO2N-SWPNTQMXi76WoFSAYg=&h=302&w=602&sz=28&hl=da&start=0&zoom=1&tbnid=OBScDt4X_xmEFM:&tbnh=85&tbnw=170&ei=1nJmTaahCs7esga30onwDA&prev=/images?q=engelsk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=95&vpy=123&dur=602&hovh=159&hovw=317&tx=13&ty=1&oei=1nJmTaahCs7esga30onwDA&page=1&ndsp=15&ved=1t:429,r:0,s:0)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| concerns | violation | manufacturer | low pay | management |
| clients | company | working hours | ethics row | production |
| on average | **supply chain** | employees | in excess of | code of conduct |
| issues | firm | consignment | factory | complained |
| abusive behaviour | conditions | ethical guidelines | accessory | corporate responsibility |

Adapted from ***Burberry stops handbag production in Chinese factory in ethics row***.

1. **Completing sentences: Counterfeiting vocabulary**

**Complete the sentences below. Fill in each blank with word/words from the boxes at**

**the bottom. See example.**

Make sure you know the meaning of the words first.

***Counterfeiting and Piracy - frequently asked questions***

*What is the difference between counterfeiting and piracy?*

A **counterfeit** article is an unauthorised imitation of a branded article. In comparison, \_\_\_\_\_\_\_

consists in making an unauthorised exact \_\_\_\_\_ - not a simple imitation - of an item covered by an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ right. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ law refers to several categories of protection, including trademark, copyright, and patent.

*How do counterfeiting and piracy affect the EU?*

Firstly, \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_ are damaging to innovation, directly \_\_\_\_\_\_\_\_\_\_ job creation and economic growth. Industries protect their ideas through a variety of legal instruments such as patents, copyrights, designs, models and trademarks. Without the protection of their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ rights, they may be less inclined to develop new ideas and products. Risks are particularly high for industries in which the research and development costs are high compared to the production costs of the final product (e.g. pharmaceuticals).

Secondly, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_ are a growing risk to consumer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. While some consumers are looking for what they believe to be bargains, knowingly buying \_\_\_\_\_\_\_\_\_\_\_\_ and pirated products, others may purchase products believing they have purchased \_\_\_\_\_\_\_\_ articles. In both cases, a growing number of products are often sub-standard and carry risks that range from mild to life threatening. Sectors where health and safety \_\_\_\_\_\_\_\_ are often seen include: *car parts (brake pads, hydraulic hoses, engine and chassis parts, suspension and steering components, airbags, spark plugs, filters), electrical components (circuit breakers, fuses, switches, batteries), food and drink (tea, rice, vodka, raw spirits, baby formula), chemicals, toiletry, household products and tobacco products*. In 2008, \_\_\_\_\_\_\_\_ seizures saw a 26% rise in \_\_\_\_ foodstuffs and 118% increase in \_\_\_\_\_ medicines.

The sale of fake consumer goods also breeds crime. Because \_\_\_\_\_\_\_\_\_\_ are produced so cheaply, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is high, attracting criminals and organized \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

[http://t0.gstatic.com/images?q=tbn:ANd9GcSVOmjiwDWP2KiJBkxmSg9hEGlHhtRDfOWLk5KL0Q2GXNXJODSW](http://www.google.dk/imgres?imgurl=http://www.turkiskysten.dk/engelsk%20flag.bmp-for-web.jpg&imgrefurl=http://www.turkiskysten.dk/&usg=__MoP5nO2N-SWPNTQMXi76WoFSAYg=&h=302&w=602&sz=28&hl=da&start=0&zoom=1&tbnid=OBScDt4X_xmEFM:&tbnh=85&tbnw=170&ei=1nJmTaahCs7esga30onwDA&prev=/images?q=engelsk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=95&vpy=123&dur=602&hovh=159&hovw=317&tx=13&ty=1&oei=1nJmTaahCs7esga30onwDA&page=1&ndsp=15&ved=1t:429,r:0,s:0)

|  |  |  |
| --- | --- | --- |
| fake (2×) | effects | counterfeiting (2×) |
| genuine | intellectual property (3×) | piracy (3×) |
| **counterfeit** (~~2~~ 1 ×) | customs | affecting |
| copy | knockoffs | crime groups |
| health and safety | profit margin | |

Adapted from: European Commission - MEMO/10/272   23/06/2010.

1. **Completing sentences: Social media vocabulary**

**Complete the sentences below. Fill in each blank with a word/words from the boxes at**

**the bottom. See example.**

Make sure you know the meaning of the words first.

***Social media leader: Burberry top luxury brand on Facebook***

*Burberry* is officially the world's most popular **luxury brand** online, having reached more than 10 million Facebook fans on the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The London-based fashion house has \_\_\_\_\_\_\_\_\_ social media and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and they've been rewarded as their \_\_\_\_\_\_\_\_ has \_\_\_\_\_\_\_\_\_\_ by 29%. *Angela Ahrendts*, former CEO of *Burberry*, recently stated: "*Burberry* has delivered a strong first half year, reflecting our continued \_\_\_\_\_\_\_\_\_\_\_ in \_\_\_\_\_\_\_\_\_\_\_ design, digital marketing and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_."

*"Ten million Facebook fans! Thank you so much for all your incredible \_\_\_\_\_\_\_\_," Christopher Bailey*, *Burberry*'s Chief Creative Officer**1**, posted on the *Burberry* Facebook page (with multiple images and a YouTube video). 10 million Facebook fans is a major \_\_\_\_\_\_\_\_\_\_\_\_ for *Burberry* as they take \_\_\_\_\_\_\_\_\_\_\_ on the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

[*Burberry*] is getting more traffic from Facebook than Google. It's the largest source of traffic to its site. All of this traffic and \_\_\_\_\_\_\_\_\_\_\_ is leading towards \_\_\_\_\_\_\_\_\_.

*What can you learn from Burberry?*

Luxury brands need to be focused and \_\_\_\_\_\_\_\_\_ online. On Facebook, they're unique and \_\_\_\_\_\_\_\_\_\_ clubs that fans, very hard to please, want to join. Luxury brands need to be on the \_\_\_\_\_\_\_\_\_\_\_\_\_, as the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is \_\_\_\_\_\_\_\_\_\_ – and always up on the latest technology, from amazing apps to the latest Apple iPhone.

[http://t0.gstatic.com/images?q=tbn:ANd9GcSVOmjiwDWP2KiJBkxmSg9hEGlHhtRDfOWLk5KL0Q2GXNXJODSW](http://www.google.dk/imgres?imgurl=http://www.turkiskysten.dk/engelsk%20flag.bmp-for-web.jpg&imgrefurl=http://www.turkiskysten.dk/&usg=__MoP5nO2N-SWPNTQMXi76WoFSAYg=&h=302&w=602&sz=28&hl=da&start=0&zoom=1&tbnid=OBScDt4X_xmEFM:&tbnh=85&tbnw=170&ei=1nJmTaahCs7esga30onwDA&prev=/images?q=engelsk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=95&vpy=123&dur=602&hovh=159&hovw=317&tx=13&ty=1&oei=1nJmTaahCs7esga30onwDA&page=1&ndsp=15&ved=1t:429,r:0,s:0)

|  |  |  |  |
| --- | --- | --- | --- |
| achievement | investment | investment | exclusive |
| commerce | **luxury brand** | targeted | innovative |
| embraced | demanding | increased | leadership |
| digital marketing | revenue | support | high-end consumer |
| retail strategies | social networking site | social media platform | cutting-edge |

**1 In October 2013 Burberry** named Christopher Bailey as chief executive officer to succeed Angela Ahrendts while retaining his former job as chief creative officer.

Adapted from Pursuitist.com.

**CHAPTER 4 TOMMY HILFIGER**

1. **Odd man out**

**Which word is the odd one? See example.**

Be sure you know the meaning of all the words.

~~factory~~  apparel fabrics clothes

corporation company foundation firm conglomerate

advertisement issue insert survey print

outfit cut fit tailored mismatched

recession profit margin poverty turnover

raise skyrocket plummet bolster soar

upscale in-house higher-end lower-end cutting-edge

suburbia urban rural suburban

preppy out-dated irreverent flippant brash zippy

**2.** **Check out the following abbreviations**

Co. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Inc. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Plc. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CSR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CEO \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

AmE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

e.g. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**3. Completing sentences: *Meet the Hilfigers***

**Complete the sentences below. Fill in each blank with a word/words from the boxes at**

**the bottom. See example.**

Make sure you know the meaning of the words first.

***Meet the Hilfigers***

***Tommy Hilfiger* is back. And he brought family.**

"This new **ad** campaign takes our \_\_\_\_\_\_\_ identity in a fresh new direction while respecting our brand \_\_\_\_\_\_\_\_\_," *Tommy Hilfiger* tells *Women's Wear Daily*. "This is the first campaign to truly

\_\_\_\_\_\_\_\_ the brand's 25 year \_\_\_\_\_\_\_\_\_ of \_\_\_\_\_\_\_\_ , \_\_\_\_\_\_\_ American sportswear."

And twisted and preppy it is - the family too. *Bloody Mary*-loving mummy, daddy, a parade of kids, including a son kicked out of boarding school, a Portuguese exchange student who never left, a mute daughter and two floppy-eared basset hounds.

The fall \_\_\_\_\_\_\_\_\_, photographed by *Craig McDean* and styled by *Karl Templer*, exemplifies a touch of \_\_\_\_\_\_\_\_\_\_ and humor. And it should. We have always thought *Tommy* to be the \_\_\_\_\_\_\_\_\_ cousin that never took himself too seriously. *Karl Templer* touts depth, daring and imagination in his arrangements - convincing each and every one of us that *Tommy Hilfiger* truly is for *daddy* as much as it is for *Bunny*.

And *the Hilfigers* aren't going anywhere anytime soon. The \_\_\_\_\_\_\_\_\_\_\_\_\_ (and \_\_\_\_\_\_\_\_\_\_) family will appear in future advertising campaigns. Though old-money, they have \_\_\_\_\_\_\_\_\_ new media. *Noah*'s indie rock bands will be popping up on *Pandora* while *Mummy* and *Daddy* surf Facebook and Twitter to keep tabs on their rebellious boarding school son. Other social media \_\_\_\_\_\_\_\_\_ include *Chloe*'s closet, *Morgan*'s [one of the basset hounds] must-haves and *Bernard*'s books.

Now *this* is an \_\_\_\_\_\_\_\_\_ family.

[http://t0.gstatic.com/images?q=tbn:ANd9GcSVOmjiwDWP2KiJBkxmSg9hEGlHhtRDfOWLk5KL0Q2GXNXJODSW](http://www.google.dk/imgres?imgurl=http://www.turkiskysten.dk/engelsk%20flag.bmp-for-web.jpg&imgrefurl=http://www.turkiskysten.dk/&usg=__MoP5nO2N-SWPNTQMXi76WoFSAYg=&h=302&w=602&sz=28&hl=da&start=0&zoom=1&tbnid=OBScDt4X_xmEFM:&tbnh=85&tbnw=170&ei=1nJmTaahCs7esga30onwDA&prev=/images?q=engelsk+flag&hl=da&client=firefox-a&rls=org.mozilla:da:official&biw=1016&bih=538&gbv=2&tbs=isch:1&itbs=1&iact=hc&vpx=95&vpy=123&dur=602&hovh=159&hovw=317&tx=13&ty=1&oei=1nJmTaahCs7esga30onwDA&page=1&ndsp=15&ved=1t:429,r:0,s:0)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| heritage | campaign | **ad** | features | capture |
| fashionable | embraced | brashness | fictional | extended |
| twisted | visual | aesthetic | preppy | flippant |

Adapted from Unabashedly preppy – The Hilfigers.

**CHAPTER 5: MINDING Your own buSINESS IN THE far east**

*The following exercises are based on vocabulary from all five chapters.*

**1. Enrich your vocabulary**

We tend to use the same easy and common words again and again although we know many other words meaning more or less the same.

**Sort out the verbs from the boxes below and place them in the correct column. See**

**example**.

Make sure you know the meaning of the words first. Make use of an English-English

dictionary.

|  |  |  |
| --- | --- | --- |
| **TELL** | **THINK** | **WANT** |
| **announce** | **assume** | **crave** |
|  |  |  |
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|  |  |  |
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| --- | --- | --- | --- | --- |
| **announce** | mention | estimate | pour out | suspect |
| believe | **assume** | settle on | declare | figure |
| report | demand | **crave** | enforce | guess |
| aspire | need | state | suppose | imagine |
| capture | aim at | reveal | voice | XXXXXXXX |

**2. Word building**

**You can build new words in several ways:**

* add a **prefix**:
* IN-
* IM-
* IR-
* IL-
* UN-
* DIS- to create antonyms (opposite meanings)
* RE- to repeat something

**Examples: moral → immoral**

**write → rewrite**

* add a **suffix:**

**to build a verb**:

* -ISE/IZE
* -EN
* -IFY

**Examples: politicise strengthen modify**

**to build a noun:**

* - (T)ION/SION
* - ANCE/ENCE
* - AL
* - MENT
* - NESS
* - ITY

**Examples: competition, expansion, performance, preference, survival, government, freshness, responsibility**

**to build an adjective:**

* -FUL
* -OUS
* -ABLE
* -IVE

**Examples: eventful, dangerous, avoidable, effective.**

**EXERCISES using a PREFIX or a SUFFIX:**

**Add a prefix to the following words:**

\_\_\_ American \_\_\_ responsible \_\_\_ honest \_\_\_ possible \_\_\_ agree

\_\_\_ dependent \_\_\_ patient \_\_\_ pack \_\_\_ model \_\_\_ legal \_\_\_ think

\_\_\_ do \_\_\_ advantage \_\_\_ tighten \_\_\_ usual \_\_\_ enforce \_\_\_ like.

**Add a suffix to build a verb. An arrow indicates a necessary change of the word:**

symbol \_\_\_\_\_\_\_ tight\_\_\_\_\_\_\_ special \_\_\_\_\_\_\_ emphasis → \_\_\_\_\_\_\_\_\_\_\_\_\_

broad \_\_\_\_\_\_\_ class\_\_\_\_\_\_\_ short\_\_\_\_\_\_\_ just\_\_\_\_\_\_\_ critic \_\_\_\_\_\_\_

threat \_\_\_\_\_\_\_ example → \_\_\_\_\_\_\_\_\_\_\_ .

**Add a suffix to build a noun. An arrow indicates a necessary change of the word:**

refuse → \_\_\_\_\_\_\_\_ pay \_\_\_\_\_ polite \_\_\_\_\_\_\_ ignore → \_\_\_\_\_\_\_\_\_\_\_

employ \_\_\_\_\_\_\_ alter → \_\_\_\_\_\_\_\_\_\_\_ admit → \_\_\_\_\_\_\_\_\_\_ propose→\_\_\_\_\_\_\_\_\_\_

extend → \_\_\_\_\_\_\_\_\_\_ accept \_\_\_\_\_ depend \_\_\_\_\_\_ comply → \_\_\_\_\_\_\_\_\_\_\_

brash \_\_\_\_\_ public \_\_\_\_\_ persist \_\_\_\_\_ rely → \_\_\_\_\_\_\_\_\_ consign \_\_\_\_\_

resourceful \_\_\_\_\_ manage \_\_\_\_\_ available → \_\_\_\_\_\_\_\_\_\_\_\_\_ develop\_\_\_\_\_

survive → \_\_\_\_\_\_\_\_\_ saturate → \_\_\_\_\_\_\_\_\_\_\_ exclusive → \_\_\_\_\_\_\_\_\_\_\_\_

distribute → \_\_\_\_\_\_\_\_\_\_\_\_\_ implement → \_\_\_\_\_\_\_\_\_\_\_\_\_\_

office → \_\_\_\_\_\_\_\_\_ able → \_\_\_\_\_\_\_\_ major \_\_\_\_\_ transact \_\_\_\_\_

pollute → \_\_\_\_\_\_\_\_\_\_ decide → \_\_\_\_\_\_\_\_\_ credible → \_\_\_\_\_\_\_\_\_\_\_\_

differentiate → \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

**Add a suffix to build an adjective. An arrow indicates a necessary change of the word:**

care \_\_\_\_ count \_\_\_\_ fame → \_\_\_\_\_\_\_ innovate → \_\_\_\_\_\_\_\_\_\_\_ success \_\_\_\_

sustain \_\_\_\_ attract \_\_\_\_ breath \_\_\_\_ exclude → \_\_\_\_\_\_\_\_\_

doubt → \_\_\_\_\_\_\_\_ compete → \_\_\_\_\_\_\_\_\_\_\_\_ afford \_\_\_\_

adventure →\_\_\_\_\_\_\_\_\_\_\_\_ predict \_\_\_\_\_ compare → \_\_\_\_\_\_\_\_\_\_\_\_ .